

REMARKS

Reconsideration of this application, as amended, is respectfully requested. The above amendments are supported by the specification as originally filed, for example at paragraphs [0030] and [0031] and Figures 3C, 6 and 8. New claims 29-31 replace former claims 26-28 which were deemed objectionable.

The present claims are patentable over Knudson (US 6,536,041), which describes a system and method for introducing real time data into interactive program guides and controllable tickers. [Knudson Abstract; 1:7-11, 13:49-54; and Figures 1, 13]. This system generates a first key associated with program listing data at a main facility, and a second key at source of real time data. These keys are distributed to a television program guide in the receiver, which matches the keys and supplements program listing data with real time data before displaying the program guide or controllable ticker to the user. [Knudson, 2:44-49; Figures 8, 10, 11, and 13.]. The controllable tickers described by Knudson are based on the program guide. [Knudson 13:49-54].

In the Knudson system, the program guide and controllable ticker, and their associated program data, all exist prior to the generation of the keys. Thus, Knudson may be regarded as a scheme for supplementing program data, associated with interactive program guides and controllable tickers, with real time data, at the receiver. [Knudson 11: 7-27]. In other words, no interactivity is introduced in the receiver and only real time data is added to the interactive content data at the receiver.

In contrast, the present claims recite **a receiver to receive a broadcast and to insert an interactive channel bug into the broadcast.** Such a feature is not found in Knudson. Inserting real time data into program data (as done by Knudson) should not be confused with inserting interactivity at the receiver. Hence, the present claims are patentable over Knudson.

If there are any additional fees due in connection with this communication, please charge our deposit account no. 19-3140.

Respectfully submitted,

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